

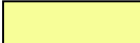



# ERS Process-Product Matrix

Version 1.0

## How to interpret this table:

1. This table is meant to give project managers a detailed view of the Web development process for each ERS product type.
2. The leftmost column shows the deliverables and milestones for each development stage, numbered and listed in the recommended order of completion.
3. The components of some deliverables are shown indented and lettered below the deliverable they comprise.
4. Each cell to the right indicates whether that deliverable or milestone should be completed for each product type.
5. Only the colors of the cells to the right matter; size is irrelevant.

	Must have
	Must have unless there is a good reason not to have it.
	Recommended if relevant and not burdensome
	Optional or not relevant

Deliverables, deliverable components, and milestones	Responsible actors	Est. time required (hours)	Proposed process (for new and revised products)		Approx. curent process for "complex products"
			Dynamic DP (tier 3)	Static DP (tier 1 or 2)	
Stage 0: Vision					
1. Program division's preliminary project vision					
a. vision and description	"Vision Steward" (probably a program division analyst)	0.50			
b. objective	"	0.50			
c. value proposition or relevance to branch workplan	"	0.50			
d. identify audience & their needs	"Vision Steward", Branch Chief, Division Rep. (varies by division)	0.25			
e. identify other stakeholders & their needs	"	0.25			
2. Review and revise the Preliminary project vision	"Vision Steward", Branch Chief, Division Rep.	1.00			
3. Project scoping					
a. can an existing product be used as a model?	As appropriate: senior ADB & Web staff, "Vision Steward", Branch Chief, Division Rep., Web Econ Editor, Data Coord.	0.25			
b. other technical viability answers	"	0.50			
c. project complexity and resources needed	"	0.50			
d. relationship to existing ERS data products or content, if any	"	0.75			
e. external deadlines, if any	"	0.25			
f. availabililty of key research staff	"	0.25			
h. preliminary budget (time & cost) for program division	Branch Chief	2.00			
g. branch-level priority	"	1.00			
i. division-level priority	Web Econ. Editor & Data Coord. after consulting with division mgmt.	1.00			
j. preliminary work plan, schedule, proposed deadline	"	3.00			

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4. Vet project vision & scoping					
a. summarize project vision & scoping	"Vision Steward"	1.00			
b. review project vision & scoping	appropriate program division managers	1.00			
c. revise project vision & scoping	"Vision Steward"	1.00			
5. Submit official "Project vision & scoping" to ISD	Web Econ. Editor, Data Coord., OR Branch Chief	0.10			
Stage 1: Kickoff					
1. Choose development track	ISD mgmt., based on Project vision & scoping	0.25			
2. Determine agency-level priority	as appropriate: ISD mgmt., Division Reps., Data Coords., Econ Editors, SES	3.00	Depends on complexity & conflicts	Depends on complexity & conflicts	
3. Assignment of Web Development Team members and identification of Project Manager	ISD and program division management	1.00			
4. Web Dev. Team charter					
a. roles and responsibilities	entire Web Dev. Team: Project Manager, analyst(s), programmer(s), WTC(s), designer(s), editor(s)	0.50			
b. team-specific operating procedures	"	0.50			
c. when the team is dissolved	"	0.10			
5. Project work plan & schedule	entire Web Dev. Team	2.00			
6. Milestone review	appropriate managers	1.00			
7. Respond to mgmt. review	Web Dev. Team	varies			
Ongoing after Stage 1					
1. Regular progress reports	Project Manager	0.25 each			
2. Periodic progress reviews	appropriate managers	0.50 each			
3. Post deliverables in a shared location	Project Manager	0.10 each			
Stage 2: Define					
1. User research findings					
a. surveys	Web Dev. Team	6.00 - 10.00			
b. interviews	"	6.00 - 10.00			
c. focus groups	"	6.00 - 10.00			
d. contextual inquiries	"	6.00 - 10.00			
e. task analysis	"	1.00 - 8.00			
f. artifact analysis	"	2.00 - 8.00			
g. competitive analysis	"	1.00 - 4.00			
h. web log analysis	"	2.00 - 6.00			

Deliverables, deliverable components, and milestones	Responsible actors	Est. time required (hours)	Proposed process (for new and revised products)		Approx. curent process for "complex products"
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2. Requirements					
a. purpose, clarified	entire Web Dev. Team	0.25			
b. user characteristics	"	0.50			
c. business needs	"	0.50			
d. user needs	"	0.50			
e. use cases	"	1.00			
f. functional requirements	"	1.00			
g. content requirements	"	1.00			
h. look and feel requirements	"	0.25			
i. marketing requirements	"	0.50			
j. maintenance requirements	"	1.00			
k. identify what external systems or data this project depends on, if any	"	0.50			
l. identify what features will not be included in the project	"	0.25			
3. Data and content definition					
a. data and content description	analyst & programmer with buy-in from Econ & Web Editors	2.00			
b. data or database structure	"	4.00			
c. model parameters/calculations	"	2.00			
d. vet data integrity	"	3.00			
4. Milestone review	appropriate managers	1.00			
5. Respond to mgmt. review	Web Dev. Team	varies			
Stage 3: Design					
1. Draft design specification					
a. sitemap	designer, with approval from Web Dev. Team	3.00			
b. wireframes	"	5.00			
c. storyboard or flowchart	"	6.00			
2. Paper prototype findings	designer/programmer	2.00 - 8.00			
3. Revise design specification	designer, with approval from Web Dev. Team	5.00			
4. Produce copy (do in parallel with later steps)					
a. write copy	analyst	6.00			
b. edit copy	Econ & Web Editors	2.00			
c. begin clearance process for product design and copy	Varies by division	varies			
5. Maintenance plan (+ sunset provision)	entire Web Dev. Team	1.00			
6. Technical feasibility testing	programmer	2.00 - 8.00			
7. Technical specification	programmer	2.00 - 8.00			
8. Milestone review	appropriate managers	1.00			
9. Respond to mgmt. review	Web Dev. Team	varies			

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Stage 4: Build					
1. Build draft web product on Preview	programmer, WTC, other team members	varies			
2. Usability test findings	designer/programmer	6.00 - 10.00			
3. Revise web product on Preview	Web Dev. Team	varies			
4. Quality assurance & editorial review (on Preview)	Web & Econ Editors	8.00			
5. Finalize web product on Preview	Web Dev. Team	varies			
6. Review web product on Preview	appropriate managers	varies			
7. Deployment requirements and procedure	programmer, with approval from Web Dev. Team	varies			
8. Respond to mgmt. review	Web Dev. Team	varies			
Stage 5: Deploy					
1. Post product to public site	Posting Team	1.00			
2. Make sure it works	Web & Econ Editors	0.50			
3. Product marketing and assets	Web Dev. Team & COMM Staff	3.00			
4. Reusable assets	programmer with Content/Technical/Design Teams	4.00			
Stage 6: Maintain					
Maintain, update, or retire based on product's Maintenance Plan	varies	varies			